

GLOBAL CAMPAIGN OPTIMIZATION WITH  
PROMOTION-SPECIFIC CUSTOMER SEGMENTATION

ABSTRACT OF THE INVENTION

- 5           A method and system thereof for segmenting customers by promotion.  
Each customer in a test group of customers is segmented into a segment in a  
plurality of segments for each promotion in a plurality of promotions.  
Accordingly, for each promotion, there is a corresponding set of segments, each  
segment representing a first respective group of customers having a certain  
10   response to the promotion. The customers are then separated into a plurality of  
meta-segments, wherein each meta-segment represents a second respective  
group of customers having a certain response to all of the promotions in the  
plurality of promotions. The use of meta-segments facilitates the design and  
optimization of an advertising campaign by maintaining a desirable level of  
15   detail while reducing the number of input parameters.